

PITAS PROJECT IMPACT ASSESSMENT

PITAS PROJECT

The Pitas Project was inspired by the IATSS Forum Field Study on Shimako Tour Guide initiative in Toba Island, Japan. In the Shimako Tour Guide initiative, primary school students were involved as volunteer tour guides to introduce sightseeing spots and the local community to tourists. That initiative has revitalised the island, strengthened community spirit, and improved children's communication skills.

Similarly, our Pitas Project aims to achieve the Short and Long-term Objectives as well as to meet some of the United Nations Sustainable Development Goals (UN SDGs or Global Goals).

The short-term objectives for this project were as follows:

- a) Expose students to the research process
- b) Educate students about tourism
- c) Enhance students' creativity
- d) Improve students' English language ability
- e) Inculcate sustainability in learning

The long-term objectives for this project remain as follows:

- a) Inculcate pride and appreciation of their heritage
- b) Promote interaction across generations in the community
- c) Improve communication skills
- d) Build leadership skills at every level of the community, from schoolchildren to adults
- e) Develop tourism activities in Kampung Malubang and surrounding areas that will help increase sustainable income for the community
- f) Develop an engaged community in Kampung Malubang

Date	Input		Output		Outcome	Number of People Impacted	Impact
	Number of Volunteers	Objectives	Total Volunteer Hours	Objectives Achieved			
June 2019: Reconnaissance Camp (Boot Camp)	June 2019 (3 volunteers)	Volunteer Tour Guide Project with SK Malubang students which is based on Shimako Tour Guide Japan to tackle two main objectives: a) Education for Sustainable Development (ESD) b) Ecotourism Main objective of Reconnaissance Camp is to garner the views and perspective of the villagers and to understand the needs of society.	3 hours	Concerns voiced by villagers: 1. Health as the nearest clinic is located outside of the village. 2. Safety as there is no local police in the village. 3. Parents asked a lot of questions regarding the programme and what benefits they/their children will receive. 4. A lot of interest from both children and adults in learning English.	20 students selected to join the project as student volunteer tour guides.	-142 SK Malubang primary school children (students of whole school) -20 SK Malubang selected students were directly impacted as being involved under the pilot project to roll out the Volunteer Tour Guide Project.	The villagers as well as teachers and students were excited to learn English with the module proposed and Pitas Project Committee were able to get more information to further tailor the module to the local needs and sensitivities.
		To review the surrounding tourist attractions that will be part of the project.	4 hours	1. Supirak Legend locations: a. Supirak b. Batu Talam c. Batu Dulang d. Batu Gerawang e. Perigi Air Tawar 2. Coral Island 3. Fishing Village 4. Blue Jetty	Identified key locations and some activities to incorporate into the module.	Expected to impact 269 villagers of Kampung Malubang and 167 villagers of Kampung Pansuran.	Incorporate Supirak Tour into the project to provide economic benefits to the village.
		To survey and evaluate the facilities in the village as well as any logistic issues.	4 hours	1. No electricity sources. Villagers get power from generators. Quite costly to purchase petrol and to maintain generators. 2. No source of clean treated water. Villagers get source of water from gravity water. 3. Homestay facilities require refurbishment. 4. Lack of telco coverage. 5. Gravel roads leading to the village.	Identified key logistic issues such as transportation costs as well as the lack of facilities.	Impacted 269 villagers of Kampung Malubang and 167 villagers of Kampung Pansuran.	Requested facilities improvement in other phases of the project and to engage with local authorities/ NGO where necessary. Better awareness by all involved especially the authorities.
TOTAL VOLUNTEER HOURS – BOOTCAMP			11 HOURS				

Date	Input		Output		Outcome	Number of People Impacted	Impact
	Number of Volunteers	Objectives	Total Volunteer Hours	Objectives Achieved			
21st – 22nd September 2019: First phase & Officiating Ceremony	September 2019 (8 volunteers)	Opening Ceremony : The introduction of the student Volunteer Tour Guide Project to the invited authorities especially the local District Education Officer who officiated the event.	2 hour Opening Ceremony – preparation, during and after.	Opening Ceremony to officiate the project and to formally introduce our project and Alumni organisation to the villagers and invited local authorities.	Successfully completed the officiating ceremony and YBhg Dato’ Zuraidah together with Dr Zulkhairul Naim were able to connect with the relevant authorities such as police, village chiefs and Education District Office.	Impacted 269 villagers of Kampung Malubang and 167 villagers of Kampung Pansuran.	With the official opening ceremony, we were able to gain the confidence of the local community that the project will be an ongoing commitment from our Pitas Project Committee as well as a commitment of IATSS Forum Alumni Association Malaysia (MIFA) and IATSS Forum Japan.
		First trial of the Drafted Module for <i>Malubang Tour</i>	2 hours for <i>Malubang Tour</i> .	This project was held to highlight the following priority issues: <ul style="list-style-type: none"> a) Improving interpersonal skills and soft skills of the local school children b) Improving command of English Language of the local school children c) Highlighting new tourist spots of Sabah 	Students were given first-hand practical experience of the draft module. From this exercise both teachers and the committee members could identify which areas have room for improvement such as: <ol style="list-style-type: none"> 1. Timing of the module flow 2. Students’ comfort and safety 3. Practice areas such as pronunciation & script reading 4. Students’ confidence & body language 	- 142 SK Malubang primary school children (students of whole school) - 20 SK Malubang selected students were directly impacted as being involved under the pilot project to roll out the Volunteer Tour Guide Project.	Teachers conducted more after-school practice sessions for students involved as well as any other interested students and their parents as well. Pitas Project Committee were given more material to make further adjustments to the draft module such as adding in the module flow and map (flow) of the students’ movement.
TOTAL VOLUNTEER HOURS – FIRST PHASE			4 HOURS				

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	Number of Volunteers	Objectives	Total Volunteer Hours	Objectives Achieved			
1 st – 3 rd November 2019: Second phase	November 2019 (3 volunteers)	Intensive lesson to gauge student progress, to give teachers recommendations for improvement and to see how the students have improved in body language and communication.	2 hours	Total of 20 students were divided into 2 groups and they were given pronunciation lessons from volunteer Alumni and a mock practice was conducted indoors for children to practice in a relaxed environment and to practice on body language and have their confidence booster.	Students were more confident and more prepared compared to the first phase due to all the training done with their teachers as well as how comfortable they were during the intensive lesson given.	20 SK Malubang selected students became student volunteer tour guides and 3 teachers.	Students were given practical training on how to speak to tourists and what facial and verbal cues should be used when acting as a tour guide. Teachers were advised to prepare meaningful gifts for tourists.
		First aid, emergency response, do's and don'ts briefing.	2 hours	20 students were given a hands-on experience of first aid but advised that during emergency to first call adults and not to attempt first aid. 3 teachers were given refresher for first aid and 1 teacher gave hands-on demonstration.	20 students were given briefing on what they should and should not do in order to equip with knowledge before dealing with tourists.	20 student volunteer tour guides and 4 teachers.	4 teachers were involved in basic first aid training and students were given briefing on how to deal with emergencies.
TOTAL VOLUNTEER HOURS – SECOND PHASE			4 HOURS				

Date	Input		Output		Outcome	Number of People Impacted	Impact
	Number of Volunteers	Objectives	Total Volunteer Hours	Objectives Achieved			
9 th – 11 th January 2020: Third phase	January 2020 (5 volunteers)	Final Checking for final phase activities, scheduling and arrangement with school for the final phase. Activities Identified for Final phase: <ol style="list-style-type: none"> Supirak Tour Tip of Borneo Tour Malubang Tour (around Kampung Malubang Village) Fishing Village Tour (Kampung Pansuran) Coral Island (optional tour programme) Crab catching 	8 hours	All objectives identified for Final Phase were considered achieved. Activities unable to be included into Final phase: <ol style="list-style-type: none"> Hiking (distance too far and trail not completed) Kayaking (due to limited kayak available) Fishing (not suitable due to safety concerns and time constraints) 	Completed final project activities ready for final phase in March.	3 volunteer tourists	3 volunteer tourists were involved to help identify the timing and scheduling of the activities and after receiving their feedbacks and comments the final schedule for the March 2020 final phase was prepared for committee review.
		First time performance from students of SK Malubang	30 minutes	SK Malubang students gave us a performance of the Legend of Supirak.	Students learned about their local Legend and they were able to enjoy the process of arranging the performance and carrying out the performance in front of eager tourists.	<ol style="list-style-type: none"> 20 students 5 teachers involved 	Teachers received tourists' comments such as to include background music and to include traditional dance performances in the final phase.
		Practice for Final Module with volunteer tourists that are not part of MIFA or Pitas Project Committee	2 hours	20 students moved together as a team with 3 volunteer tourists, 2 MIFA Alumni and 3 teachers. Completed all locations in the Malubang Tour and each student in the group were given the opportunity to read their script and to practice their interaction with the volunteer tourists.	Students were able to have practical experience in conversing with a small group of volunteer tourists and issues that required improvements were addressed such as team leaders' roles as well as team responsibility in helping one another.	<ol style="list-style-type: none"> 20 students 3 teachers involved 	Students more well prepared for final phase with practice and with the comments received from volunteer tourists.

Date	Input		Output		Outcome	Number of People Impacted	Impact
	Number of Volunteers	Objectives	Total Volunteer Hours	Objectives Achieved			
9 th – 11 th January 2020: Third phase (cont.)	January 2020 (5 volunteers)	Handover of projector donated by Yayasan Bank Rakyat	15 minutes	Projector hand over to school representative, Teacher Hazilye.	1 projector donated by Yayasan Bank Rakyat was handed over to the school	142 SK Malubang primary school children (students of whole school)	Teachers now have a new projector to replace their old damaged projector to present teaching materials to the students of SK Malubang.
		Identifying other facilities required by the school	30 minutes	Identified required facilities: 1. Mosquito netting for students' dormitory 2. Netting for students' dormitory windows 3. New chairs for student canteen 4. Generator for students' dormitory	Donations received from MIFA Alumni collected and in progress to arrange allocation of funds.	142 SK Malubang primary school children (students of whole school)	Students, primarily those in the dormitory will be more comfortable once Pitas Project has allocated the funds to purchase the identified items to be donated.
TOTAL VOLUNTEER HOURS – THIRD PHASE			11 HOURS 15 MINUTES				

Date	Input		Output		Outcome	Number of People Impacted	Impact
	Number of Volunteers	Objectives	Total Volunteer Hours	Objectives Achieved			
6th – 9th March 2020: Fourth Phase and Completion Ceremony	March 2020 (20 volunteers)	<ol style="list-style-type: none"> 1. Completion Ceremony to signify completion of the Pitas Project. 2. Official Handover of final tour guide module to the school and local community tour organisation. 	Completion Ceremony: 3 hours	Handover of the Official Volunteer Tour Guide module to SK Malubang (Module Handover) was held during Completion Ceremony. This was officiated by YBrS Tuan Haji Bakri Haji Nanun, the Pitas District Officer.	<ol style="list-style-type: none"> 1. Handover of module successfully completed 2. Handover of Yayasan Bank Rakyat 200 coin boxes 3. Presentation of certificates to 20 participating volunteer students from SK Malubang 4. Presentation of appreciation gifts to the 20 participating volunteer students from SK Malubang 5. Presentation of Certificates to the 14 teachers involved 6. Presentation of tokens to authorities (school, district office, district education officer, police officers) 7. Traditional Dance performance from teachers and students of SK Malubang 8. Performance of Supirak Legend from students 	<ol style="list-style-type: none"> 1. 142 SK Malubang primary school children (students of whole school) 2. 20 volunteer student tour guides 3. 14 teachers of SK Malubang 	The school now has the complete module to self-initiate further tour programmes that may involve the students to practice English and learn more about the local economy, culture and history.

Date	Input		Output		Outcome	Number of People Impacted	Impact
	Number of Volunteers	Objectives	Total Volunteer Hours	Objectives Achieved			
6 th – 9 th March 2020: Fourth Phase and Completion Ceremony (cont.)	March 2020 (20 volunteers)	<p>The volunteer tourists comprising IATSS Forum Alumni Association Malaysia members, Alumni from Philippines and guests from Semenanjung Malaysia attending the Finale and Completion Ceremony were the first group to experience the Malubang Tour that has gone through several modifications throughout the Pitas Project from previous phases since 2019.</p>	<p>Malubang Tour: 2 hours</p>	<p>20 student volunteers who were selected as the pilot group for Malubang Tour module since the phase 1 were involved and carried out the module successfully as student volunteer tour guides. They were divided into 3 teams and each team was responsible to lead 5-6 volunteer tourists.</p>	<p>20 SK Malubang students' progress:</p> <ol style="list-style-type: none"> 1. Leadership skills 2. Confidence 3. Improvement to converse and express themselves in English 4. Better discipline during the module compared to prior phases 5. Clearer presentation of information to volunteer tourists 6. Learned more about their village in terms of tourism and economy (birds' nest, fishing village, homestay) 	<ol style="list-style-type: none"> 1. 142 SK Malubang primary school children (students of whole school) 2. 20 student volunteer tour guides 	<p>The impact of Pitas Project is profound and far reaching on the school children especially the selected 20 students under this project. They can see the progress that they themselves have made in relation to learning English in a fun way.</p> <p>At the same time, they have a better understanding on how English language coupled with improved knowledge of their community can help make a difference to the sustainability of the economy of the community through domestic tourism. They were proud that they have a role to play in helping their community.</p>
		<p>Tourists to experience and learn about the fishing village of Kampung Pansuran. Focus on the economy of the village as well as to incorporate education into eco-tourism.</p> <p>Kampung Pansuran is one of the few fishing villages in Malaysia that has basic boat-building facilities where the villagers build the fishing boats for own use and for sale to others.</p>	<p>Kampung Pansuran Tour: 1 hour</p>	<p>Tourists were given explanation on the boat making process which is unique in this village and they were given a short tour around the village. Some volunteer tourists even inquired on the local fish produce in the village that were available for purchase.</p>	<p>2 volunteer tourists purchased some dried fish local products and all 20 volunteer tourists were able to learn more about boat making and the economic life of the fisherman in Kampung Pansuran.</p>	<p>2 fishermen/ Boat-makers</p> <p>167 villagers of Kampung Pansuran</p> <p>20 volunteer tourists</p>	<p>Both boat-makers as well as other villagers had first-hand experience of seeing volunteer tourists interested in their daily livelihood. They could see the potential of giving brief explanation of their trade and skills as a means to attract tourists to purchase locally produced goods.</p> <p>There were some helpful comments to the fishermen to have ready products when there are tourists as it is cheaper to purchase rather than going through middleman in town.</p>

Date	Input		Output		Outcome	Number of People Impacted	Impact
	Number of Volunteers	Objectives	Total Volunteer Hours	Objectives Achieved			
6 th – 9 th March 2020: Fourth Phase and Completion Ceremony (cont.)	March 2020 (20 volunteers)	To provide income for local community tour organisation in order to promote eco-tourism and stimulate economy in the targeted villages.	Supirak Tour: 4 hours	<ol style="list-style-type: none"> 1. Provided income to the locals through local community tour organisation 2. Promote the legend of Supirak as selling point of the local community 3. Promote eco-tourism. Maintenance of these local heritages are important for sustainable promotion of their tourist attractions. 	Boat-men were able to earn income from the tour packages and local community tour organisation was able to distribute profits equally among the locals. Able to give volunteer tourists a unique understanding of the Legend of Supirak by first-hand viewing of the local sites that reflected the tales from the legend.	5 boat-men, 20 volunteer tourists	Volunteer tourists enjoyed their time and used their experiences to share with their family and friends with the hope that many others will be interested to visit the places of interest at Kampung Malubang, Kampung Pansuran and the island. More people will know about the unique legend of Supirak and the stone formations that make up the islands surrounding the nearby villages which will be a booster to the promotion of the local tourism industry.
		Since the Islands are not controlled by locals, this was additional part of the project and the main objective was to provide additional side income to the locals who provided the boat transport and food for the coral island.	Coral Island Tour: 2 hours	17 volunteer tourists went for the optional trip to coral islands.	Provided opportunity to locals to earn side income from boat transport and food.	3 boatmen, 17 volunteer tourists	Volunteer tourists enjoyed their time and used their experiences to share with their family and friends with hope that many others will be interested to visit. Locals are able to earn side income from this additional part of the tour. As this was not the main part of our project, the activities on the coral island were spin-off recreational activities for tourists' enjoyment that provided income for locals.
		Additional tour package to provide additional attraction to the tourists and further incentive to promote other Sabah attractions to tourists.	Tip of Borneo Tour: 2 hours	Short trip to tip of Borneo where tourists were able to see the northern most tip of Borneo island and were able to take photos where the South China Sea meets the Celebes Sea.	Tourists learnt the significance of the place which acted as a medium to promote other Sabah attractions in line with Visit Malaysia 2020.	20 volunteer tourists and 2 van drivers.	Tourists enjoyed the view and were able to explore more of what Sabah has to offer.
TOTAL VOLUNTEER HOURS – FOURTH PHASE			14 HOURS				
GRAND TOTAL VOLUNTEER HOURS (2019 ~ 2020)			44 HOURS 15 MINUTES				

HEALTH SCREENING IMPACT ASSESSMENT

Date	Input		Output		Outcome	Impact
	Number of Volunteers	Objectives	Total Volunteer Hours	Number of People Impacted/ Participants		
5 th – 7 th March 2020	8 volunteers including a public health volunteer medical doctor.	<p>Background:</p> <p>Most of the participants (villagers) had not undergone any proper Health screening due to their village constraints as the distance is a limitation for them to go to the nearest Klinik Kesihatan which is quite a distance for them (15-45 minutes) or Pitas Hospital which is a few hours away.</p> <p>They also lacked financial resources to pay for the transport to go to the nearest Klinik Kesihatan or Hospital.</p> <p>Objective:</p> <p>To address these difficulties, we decided to organise a health screening campaign at Kampung Malubang in order to help the local community get their health screening that they had been unable to do so before.</p>	<p>Total Duration: 9 hours</p> <p><u>5th March 2020:</u></p> <p>5 hours</p> <p><u>6th March 2020:</u></p> <p>2 hours</p> <p><u>7th March 2020:</u></p> <p>2 hours</p>	<p>Total villagers of Kampung Malubang:</p> <p>269 villagers</p> <p>Total villagers of Kampung Pansuran:</p> <p>167 villagers</p> <p>Total of 95 people were directly impacted as those that registered:</p> <ol style="list-style-type: none"> 62 adults 33 children <p>5th March 2020</p> <p>67 were directly impacted as those that registered:</p> <ol style="list-style-type: none"> 49 adults <ul style="list-style-type: none"> 18 underwent full health screening 29 underwent health screening without glucose tests 2 did not undergo health screening 18 children <p>6th March 2020</p> <p>32 were directly impacted as those that registered:</p> <ol style="list-style-type: none"> 26 new registrations: <ul style="list-style-type: none"> 12 adults 14 children 6 adults (continuation from 5th March 2020) <p>7th March 2020</p> <p>12 were directly impacted as those that registered:</p> <ol style="list-style-type: none"> 2 new registrations: <ul style="list-style-type: none"> 1 adult 1 child 10 adults (continuation from 5th March 2020) 	<p>All the participants underwent several tests during Health Screening programme such as height and weight measurements, Body Mass Index (BMI), blood pressure tests and glucose tests.</p> <p>For adults, they were able to check their blood pressure and glucose level. Some of them were given the medicine based on their health condition after being consulted by Alumnus Dr Zulkhairul Naim, the Pitas Project Director.</p>	<p>From these series of health screenings, we could see that it was very impactful to the villagers in Kampung Malubang and Kampung Pansuran.</p> <p>Other than checking for their health conditions, they also realised the importance of taking care of their health and maintaining a healthy lifestyle.</p>

Date	Input		Output		Outcome	Impact
	Number of Volunteers	Objectives	Total Volunteer Hours	Number of People Impacted/ Participants		
9 th March 2020	3 volunteers including a public health volunteer medical doctor, Dr Zulkhairil Naim (the Pitas Project Director)	Objectives: <ol style="list-style-type: none"> To check on the polio vaccination for the school children of SK Kampung Malubang. To hand over the medical results of the Health Screening programme done at Kampung Malubang on 5th till 7th Marc 2020. 	3 volunteers including a public health volunteer medical doctor, Dr Zulkhairil Naim (the Pitas Project Director) visited the Klinik Desa Bawing and met Dr Anthony Lim from Klinik Kesihatan Telaga who was leading the anti-polio vaccinations for schoolchildren in schools around the area.	Dr Anthony Lim of Klinik Desa Bawing received the medical results of the Health Screening Programme of Kampung Malubang so that he and his team can do the follow-up consultations.	<ol style="list-style-type: none"> Volunteers understood the work involved in vaccination of schoolchildren at schools in the area. Dr Anthony Lim and his team had a better sense of the activities done by the volunteers for the Health Screening Programme. 	<ol style="list-style-type: none"> We were initially concerned with cases of dengue, malaria and polio. Upon arrival in Pitas, we were made to understand by the Health Officer at Kota Marudu, Ms.Emira Izzatie that only certain areas had cases of filariasis and Kampung Malubang and Kampung Pansuran were free from dengue, malaria and filariasis. Anti-polio vaccines were mandatorily given to all schoolchildren in the area. Polio was prevalent amongst the people in the area.

PITAS PROJECT HEALTH SCREENING



NUMBER OF PARTICIPANTS THAT REGISTERED FOR THE HEALTH SCREENING



HEALTH SCREENING

(DR. ZULKHAIRUL NAIM)

- + HEALTH EXAMINATION DONE BY VOLUNTEER DOCTOR
- + FREE MEDICATION PROVIDED



DENTAL HYGIENE

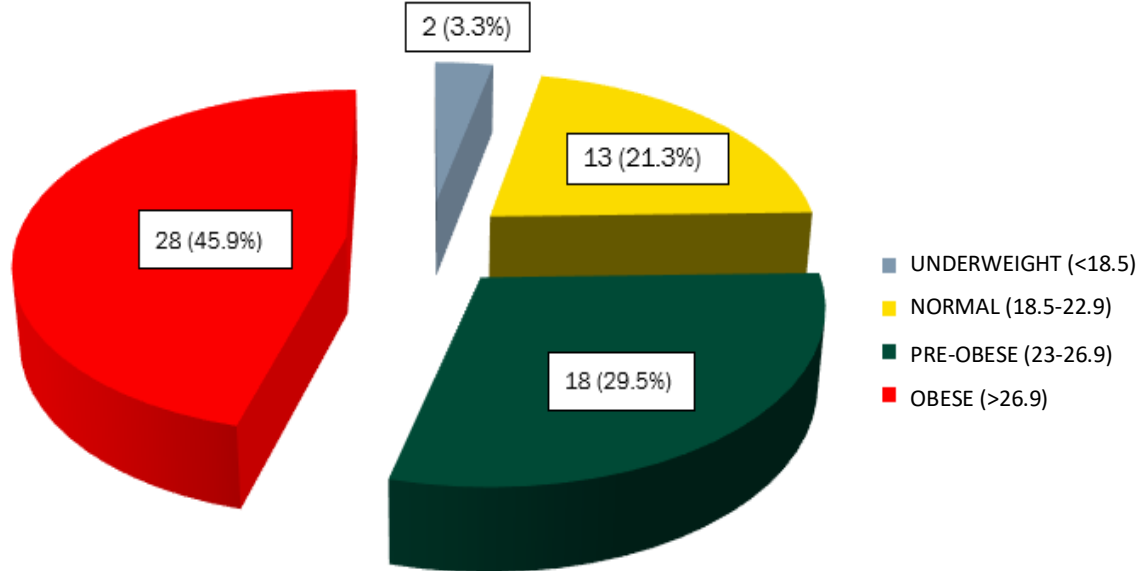
(DR. HASZELINI BT HASSAN)

- + TALK BY VOLUNTEER DENTAL SPECIALIST
- + MORE THAN 200 DENTAL HYGIENE PACKS PROVIDED

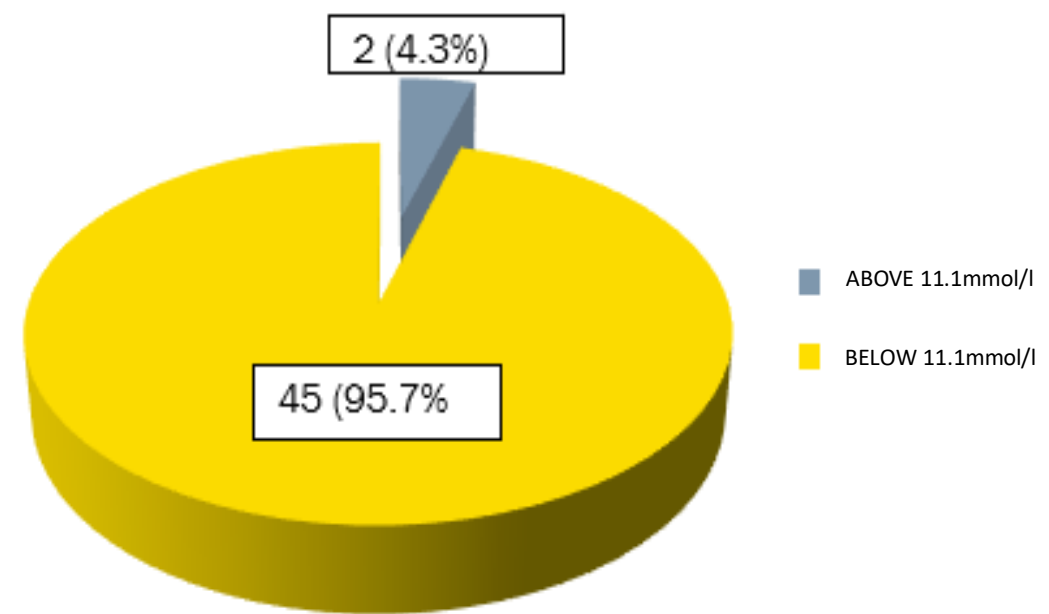


HEALTH SCREENING 5 -7 MARCH 2020

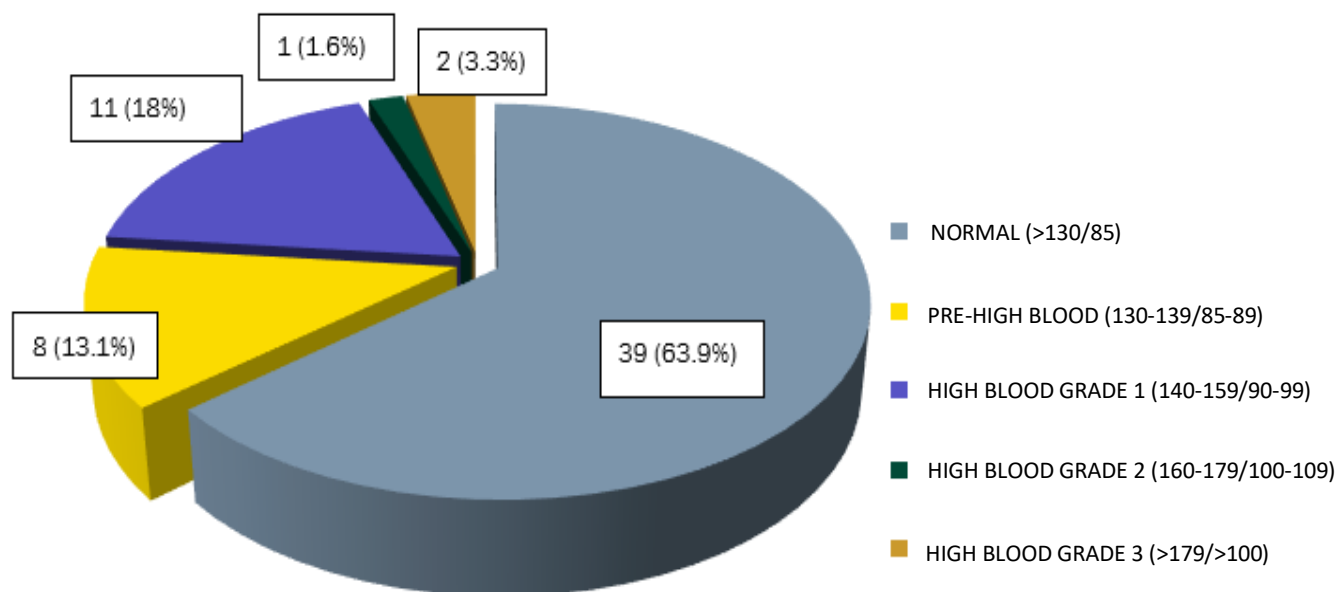
BMI (ADULTS)



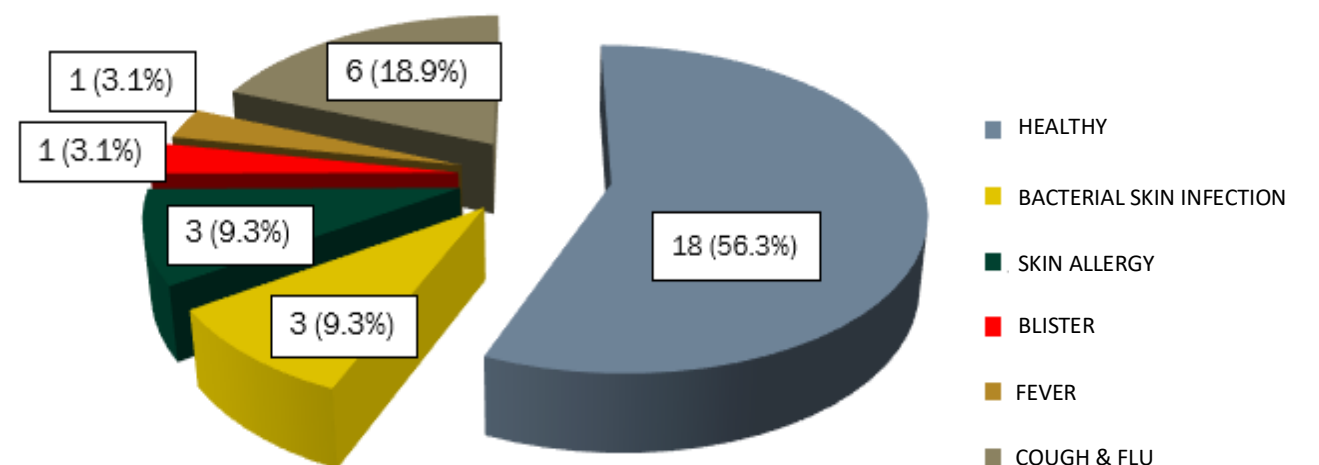
RANDOM BLOOD GLUCOSE (ADULTS)



BLOOD PRESSURE (ADULTS)



HEALTH DIAGNOSIS (CHILDREN)



ORGANISED BY:



AFFILIATED TO:



POLIO VACCINATION

- + CONDUCTED BY KLINIK KESIHATAN TELAGA & KLINIK DESA BAWING

PITAS PROJECT VOLUNTEER PROGRAMME



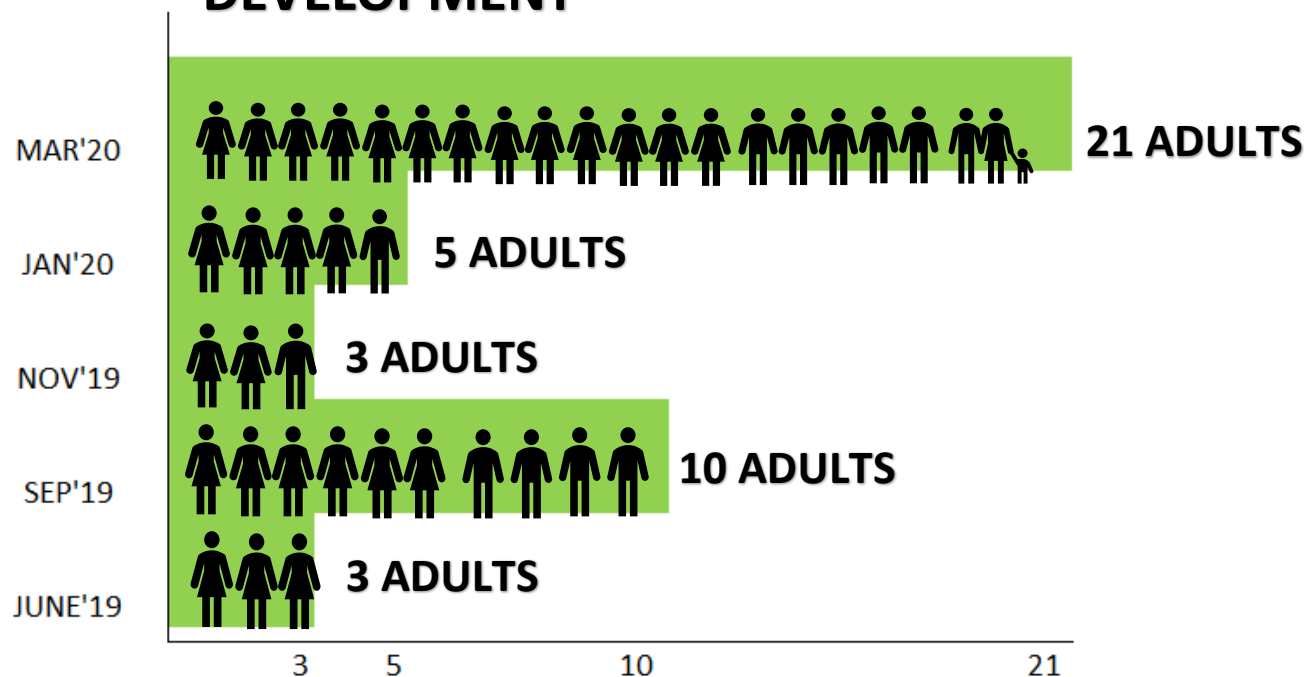
PROJECT OUTLOOK (2019-2020)

✓ TOTAL 44 HOURS 15 MINS OF VOLUNTEER HOURS RECORDED (2019 -2020) FROM PROJECT RECONNAISSANCE TO PHASE 4

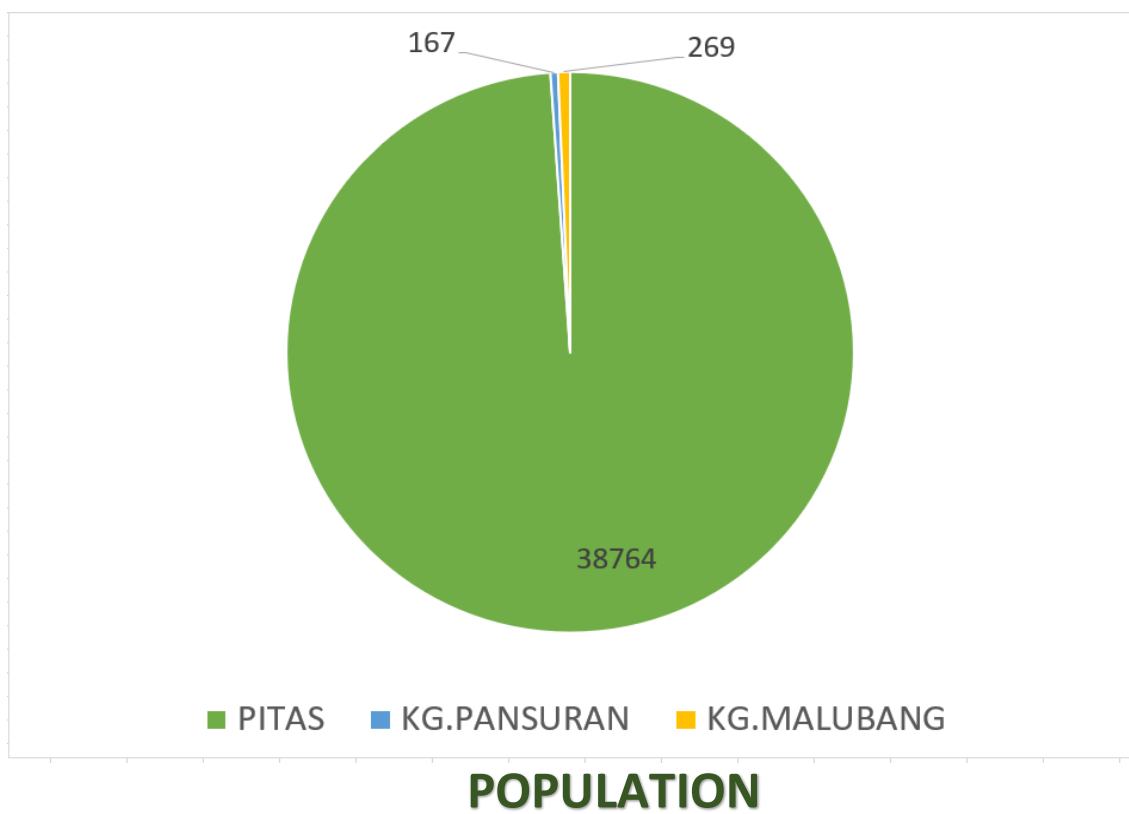
✓ 42 MIFA ALUMNI -TOTAL INVOLVEMENT THROUGHOUT THE PROJECT

✓ MAIN OBJECTIVES:

1. EDUCATION; AND
2. ECO-TOURISM FOR SUSTAINABLE DEVELOPMENT



TOTAL NO. VOLUNTEERS & PITASS PROJECT COMMITTEE MEMBERS



POPULATION

EDUCATIONAL IMPACT

- ✓ TOTAL 18.5 HOURS BY VOLUNTEER STUDENTS
- ✓ STUDENTS OF SK MALUBANG IMPROVED ENGLISH CONVERSATIONAL SKILLS
- ✓ 14 TEACHERS INVOLVED (3 INVOLVED DIRECTLY VIA TRAIN THE TRAINERS)
- ✓ DEVELOPED STUDENT SOFT SKILLS – LEADERSHIP, CONFIDENCE, TEAM WORK, PRESENTATION & COMMUNICATION



142 SK MALUBANG STUDENTS



20 VOLUNTEER STUDENT TOUR GUIDES

ECONOMIC IMPACT



TO INCREASE HOMESTAY & TOURISM BUSINESS



TO PROMOTE BOAT MAKING & FISHING VILLAGE LIVELIHOOD



TO INCREASE INCOME FOR LOCAL CUISINE & LOCAL PRODUCE



TO GENERATE INCOME FOR LOCAL BOAT SERVICES

SOCIAL IMPACT

Traditional dance

- + PAKIRING DANCE
- + BERUNSAI DANCE



Supirak legend

- + UNIQUE LEGEND
- + FOLK TALES

Community Events

- + HARMONIOUS SYNERGY BETWEEN 2 VILLAGES – KG MALUBANG & KG PANSURAN

ORGANISED BY:



MALAYSIA IATSS FORUM ALUMNI ASSOCIATION

AFFILIATED TO:



WITH SUPPORT FROM:



PEJABAT DAERAH PITASS

